

<b>CITY OF APPLETON POLICY</b>	<b>TITLE: SPECIAL EVENT POLICY</b>	
ISSUE DATE: September 1996	LAST UPDATE: January 2010	SECTION: City Clerk
POLICY SOURCE: City Clerk	AUDIENCE: City employees and residents	TOTAL PAGES: 8
Reviewed by Legal Services Date: Nov. 22, 2002 Sept. 14, 2016	Safety and Licensing Committee Approval Date: January 14, 2010	Council Approval Date: Approve amendment to policy January 20, 2010

## I. PURPOSE

The purpose of this policy is to define what constitutes a special event and to outline the steps that must take place for a special event to be properly licensed.

## II. POLICY

Events and planned occurrences on City property that exceed the normal and ordinary use of such property may be considered special events and subject to review and licensing.

## III. DISCUSSION

It is recognized that special events of all sizes often bring benefits to the community. At the same time, the City must have sufficient notice prior to an event so that the City can evaluate the potential impact the event might have on resources of City departments, City owned properties and facilities, and ultimately on the public.

There are three categories of special events: (i) significant events, which are events with an anticipated attendance of over 5,000 people, (ii) large events, which are events with an anticipated attendance of between 1,000 and 5,000 people, and (iii) small events, which are events with an anticipated attendance of under 1,000 people. Because events have unique characteristics, with different potential impacts on City services, the issuance of a license is considered on a case-by-case basis and in accordance with this policy.

The ultimate goal of this policy and in licensing special events is the preservation of the public's health, safety and welfare, and to promote the responsible use of publicly owned facilities and property.

#### IV. DEFINITIONS

- **Anticipated attendance** - an objective estimate made by an applicant of the total number of people who will attend a special event.
- **Applicant** - the individual applying for the special event license.
- **Days** - calendar days.
- **Large event** - a special event with an anticipated attendance of between 1,000 and 5,000 people.
- **Multiple day event** - a special event that occurs on more than one day, where the days are consecutive or at a consistent interval (e.g., an event occurring on a consecutive Saturday and Sunday or an event occurring every other Tuesday), at the same time and at the same location. One special event license will be issued for a multiple day event.
- **Normal and ordinary use** - the way City owned property should normally and ordinarily be used, as established by the department that of jurisdiction (e.g., a ball diamond complex's normal and ordinary use is for baseball/softball games, public street's normal and ordinary use is for vehicular traffic, etc.). Whether an event is considered within the normal and ordinary use of the property is determined by the City department that maintains jurisdiction over the property.
- **Significant event** - a special event with an anticipated attendance of over 5,000 people.
- **Single day event** - a special event that does not meet the definition of a multiple day event.
- **Small event** - a special event with an anticipated attendance of under 1,000 people.
- **Special event or event** - any planned occurrence in the public right-of-way or on public property including, but not limited to, parades, gatherings, festivals and athletic events, which are not within the normal and ordinary use of that place or which, by the nature of the event, may have a greater impact on City services or resources than would have occurred had the event not taken place. Whether the event is considered within the normal and ordinary use of the public facility or property shall be determined by the City department that maintains jurisdiction over the proposed venue. A special event may be a single day event or a multiple day event.

- **Special event license** - the license issued by the City Clerk to the applicant for the special event.
- **Special Event License Application Form** or **application** - available from the City Clerk that must be approved in order to obtain a license to hold the special event.
- **Special Events Committee** - a committee comprised of City employees representing various City departments.

## V. PROCEDURES

### A. License Requirements

1. Application. To obtain a special event license, the applicant must file a completed Special Event License Application Form with the City Clerk before the last applicable day and pay the license fees. *See Attachment A – Fee Schedule.*
  - a. Late Applications. Late applications will not be accepted unless the event is a large or significant event that has been held in the City for at least the past two (2) consecutive years and there are no changes to the event from the previous year. Late applications meeting this standard may be accepted by the City Clerk subject to a late fee. Applications submitted less than ten (10) days before the event will not be accepted. *See Attachment A – Fee Schedule.*
  - b. Additional Reservations/Permits/Licenses. Filing an application does **NOT** reserve a park or facility and does **NOT** include applications for any other licenses or permits as may be required.
  - c. Map/Diagram of Event. A detailed map or diagram indicating the specific location and layout of the event must be submitted with the application. This should also include any proposed street closures and the proposed route and direction of route, including all turns and the number of traffic lanes to be used, if applicable.
    - i. Street Closure. If an event requires a street closure, the applicant or their contractor must provide an acceptably-prepared Traffic Control Plan (TCP) to the Traffic Section for review and approval no less than four (4) weeks prior to the event. The plan must comply with the Federal Highway

Administration's Manual on Uniform Traffic Control Devices, latest edition, and the City of Appleton's Temporary Traffic Control Manual, latest edition. Temporary traffic control devices/services must be provided by a contractor which has extensive experience in the industry and is approved in advance by the Traffic Section.

- ii. Event Route. Event routes, if applicable, must be submitted with the application regardless of historical precedent. Proposed routes may be altered after the license has been issued only at the discretion of the Police Department and the Department of Public Works. Should a special event deviate from the route submitted without the approval of the city, the applicant may be denied a license for any special events for the following calendar year.

- d. Insurance Events are required to have adequate levels of insurance as determined by the City's Risk Manager and based on the size and type of the event. Applicants must furnish the City Clerk with a valid certificate of insurance covering any and all liability.

2. Meetings.

- a. Special Events Committee Meeting. Prior to filing an application, the applicant may request to meet with the Special Events Committee at the next regularly scheduled meeting to discuss the proposed special event and receive feedback regarding the likelihood of the application being approved.
- b. Department Meeting. The City Clerk may schedule a meeting if deemed necessary by the City Clerk or requested by the applicant and/or the affected department(s) should the applicant make a request for City services during an event. The purpose of the meeting will be to discuss the services requested. The meeting must be held no later than thirty (30) calendar days before the event. If the applicant refuses to meet at the request of the City Clerk, the license may be denied or revoked.

3. Application Review. Applications are reviewed by the voting members of the Special Events Committee, and voting members

must recommend either approving or denying the application. The City Clerk will issue a license if all voting members recommend approving the license. The review must include, but may not be limited to, an evaluation based on the following criteria:

- a. Use of department resources,
- b. Costs to the department,
- c. Benefit to the community,
- d. Any perceived public health or safety problems, and
- e. Use of City property.

If a recommendation for denial is made, an explanation must be provided to the City Clerk which will be provided to the applicant. The applicant may request the application be submitted to the Safety and Licensing Committee and the Common Council for review and a final determination of whether to grant the license.

4. False/Misleading Information. False or misleading information knowingly made on an application may result in the applicant incurring penalties including, but not limited to, being billed for City provided services and being prevented from obtaining a license or permit in the future. The license may also be denied or revoked.
5. Waiver. Some or all of the license requirements may be waived in cases where the United States Secret Service notifies the City of a proposed event in which it will be assisting with security details.

## B. Safety

1. Security. Events must have a designated head of security and must have additional security personnel at the rate of one (1) security person for every 200 persons present if alcohol is available for consumption or for every 400 persons present if alcohol is not available for consumption. The Police and Fire Departments have the discretion to modify these ratios as they deem necessary.
  - a. Head of Security. The head of security must, at minimum, be: (i) 18 years of age or older, (ii) clearly identifiable as the head of security at all times during the event, (iii) reachable by phone at all times during the event by any City employee, (iv) able to call 911 during the event, and (v) able to contact and instruct the security personnel, as applicable, during the event. These requirements may be modified by the Police and Fire Departments, in their discretion, as warranted.

- b. Security Personnel. Security personnel must, at minimum, be: (i) 18 years of age or older, (ii) clearly identifiable as security personnel at all times during the event, (iii) able to call 911 during the event, (iv) reachable at all times by the head of security during the event, and (v) be able to act on instructions from the head of security, or any other authorized person, in case of an emergency. These requirements may be modified by the Police and Fire Departments, in their discretion, as warranted.
2. Additional Safety Features. The Police and Fire Departments may, at their discretion, require events have additional safety features including, but not limited to, a first aid station with a certified nurse or medical doctor, an ambulance on standby and professionally licensed security officers.
3. Compliance. Applicants are responsible for ensuring that the event complies with all applicable statutes, ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations.

C. Set-Up, Toilet Facilities and Clean-Up

1. Set-Up Time. Set-up for an event, including, but not limited to, dropping off supplies and erecting tents, shall not take place more than four (4) hours in advance of an event unless approval for earlier set-up has been granted in writing by the department director or designee with jurisdiction over the location of the event.
2. Toilets. It is the responsibility of the applicant to ensure the adequate number of toilets are available at the event.
3. Clean-Up. It is the responsibility of the applicant to ensure the proper number of waste receptacles are present at the event. If additional clean-up is needed at the conclusion of an event, the applicant will be charged back for the time spent by City employees for their clean-up efforts. All clean-up efforts must be completed within four (4) hours after the conclusion of the event unless approval for additional clean-up time has been granted in writing by the department director or designee with jurisdiction over the location of the event.

D. Fees

1. License Fee. Special event license fees are set based upon the amount of resources used by the City for similar events. The

license fee must be paid at the time of the application is filed with the City Clerk as is based on the event's anticipated attendance, whether there will be street closures, and how far in advance of the event the application is filed with the City Clerk. *See Attachment A – Fees.*

2. Late Fee. A late fee of will be added to all applications filed pursuant to Section V(A)1(a) above. *See Attachment A – Fees.*
  3. Police Investigation Fee. A background check of the applicant will be conducted by the Police Department and the fee for the check, \$7.00, will be added to all applications.
  4. City Events. Events where the applicant is an official or designated agent of the City acting on behalf of the City will not incur any fees.
  5. Permits. Charges for park facilities, food sales permits, tent permit fees, etc., are to be paid **IN ADDITION** to the fees discussed in this policy.
  6. Non-Refundable. All fees are non-refundable.
- E. Event Cancellation - The Mayor or designee may cancel an event without prior notice for any condition affecting the public health or safety of the City, or any condition that would affect facilities, grounds, or other natural resources at risk of damage or destruction if the event were permitted to take place.
- F. Annual Reporting - By July 30 of every year, a report must be submitted by the City Clerk to the Safety and Licensing Committee and the Common Council documenting the cost of services provided to special events by City departments for the previous year.
- G. Precedent. Nothing in this policy shall be read to take precedent over any applicable statutes or ordinances.

## ATTACHMENT A - FEES

SINGLE DAY EVENT LICENSE FEE						
Days before the event	Small Events – Under 1,000 attendees <b>WITHOUT STREET CLOSURE</b>	Small Events – Under 1,000 attendees <b>WITH STREET CLOSURE</b>	Large Events – Between 1,000 and 5,000 attendees <b>WITHOUT STREET CLOSURE</b>	Large Events – Between 1,000 and 5,000 attendees <b>WITH STREET CLOSURE</b>	Significant Events – Over 5,000 attendees <b>WITHOUT STREET CLOSURE</b>	Significant Events – Over 5,000 attendees <b>WITH STREET CLOSURE</b>
90 days or more	\$50	\$100	\$500	\$700	\$1,000	\$1,500
60-89 days	\$60	\$150	\$600	\$750	\$1,200	\$1,700
45-59 days	\$75	\$200	\$800	\$1,000	\$1,650	\$2,500
30-44 days	\$100	\$300	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>
10-29 days	\$200	\$400	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>
< 10 days	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>
Late Fee	<b>N/A</b>	<b>N/A</b>	\$300	\$600	\$600	\$1,200

MULTIPLE DAY EVENT LICENSE FEE						
Days before the event	Small Events – Under 1,000 attendees <b>WITHOUT STREET CLOSURE</b>	Small Events – Under 1,000 attendees <b>WITH STREET CLOSURE</b>	Large Events – Between 1,000 and 5,000 attendees <b>WITHOUT STREET CLOSURE</b>	Large Events – Between 1,000 and 5,000 attendees <b>WITH STREET CLOSURE</b>	Significant Events – Over 5,000 attendees <b>WITHOUT STREET CLOSURE</b>	Significant Events – Over 5,000 attendees <b>WITH STREET CLOSURE</b>
90 days or more	\$50	\$100	\$500	\$700 first day + \$175 each additional day	\$1,000	\$1,500 first day + \$375 each additional day
60-89 days	\$60	\$150	\$600	\$750 first day + \$188 each additional day	\$1,200	\$1,700 first day + \$425 each additional day
45-59 days	\$75	\$200	\$800	\$1,000 first day fee + \$250 each additional day	\$1,650	\$2,500 first day fee + \$750 each additional day
30-44 days	\$100	\$300	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>
10-29 days	\$200	\$400	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>
< 10 days	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>	<b>DENIED</b>
Late Fee	<b>N/A</b>	<b>N/A</b>	\$300	\$600	\$600	\$1,200